



CITY COUNCIL STAFF REPORT

MEETING DATE: August 25, 2010

Agenda Item # **25**

Prepared By:


Program Administrator

Approved By:


Public Works Director

Submitted By:


City Manager

CABLE TELEVISION PUBLIC ACCESS PROVIDER

DESIGNATION AND AGREEMENT

RECOMMENDED ACTION(S):

1. Designate Media Access Coalition of Central California (MACCC) (working in collaboration with Community Media Access Partnership) as the Public Access Provider for the City of Morgan Hill; and
2. Authorize the City Manager to Execute an Agreement with MACCC for Public Access Services.

EXECUTIVE SUMMARY: The City has contracted with the Media Access Coalition of Central California (MACCC,) the parent organization of Morgan Hill Access Television (MHAT,) since 1999 to administer public access television in Morgan Hill. During this time, MACCC has been the only entity that has demonstrated any interest in public access television.

With the City receiving notice that other entities were interested in serving this role, the City Council directed staff to solicit proposals from interested public access organizations last year. Proposals were received in December from three entities and evaluated in January and February. Based on the recommendation from the four-person internal committee, staff recommended that Community Media Access Partnership (CMAP) be designated as the City's Public Access Provider when this issue came before the Council in February. At this meeting, the Council directed staff to work with the three proposers to develop a collaborative proposal and return to the Council for a final designation.

Staff convened one meeting of the three entities and encouraged them to work together on a collaborative proposal. After this meeting, it became apparent that both MACCC and CMAP were not interested in following the model suggested by the third proposer, Access Morgan Hill, and that the only collaborative proposal likely to be available would involve just MACCC and CMAP. After two additional months of discussion, MACCC and CMAP presented the attached plan describing how they propose to work together.

Staff recommends that the Council designate MACCC (working in collaboration with CMAP) as the City's Public Access Provider and authorize the City Manager to execute the agreement.

FISCAL/RESOURCE IMPACT: No budget adjustments are requested at this time. The City continues to share cable access revenues equally with the public access provider. This amount is estimated to be approximately \$18,000 annually that can be used for capital expenses only. Administering public access television services is a planned activity of the Public Works Department.

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PROPOSAL FOR MACCC/CMAP COLLABORATION



Media Access Coalition of Central California (MACCC) met with CMAP staff members to discuss the potential options available for making MHAT an effective electronic media resource for the citizens of Morgan Hill. MACCC's goal is to encourage the creation of locally-beneficial content which will be broadcast on Morgan Hill's cable channel 19 as well as on MHAT's BLIP.TV website. CMAP's goal is to use Morgan Hill to generate additional revenue to maintain its operation based at the Gavilan Community College campus in Gilroy. MACCC and CMAP came to an agreement that MACCC and CMAP would work in a loose partnership in order to facilitate these goals.

The proposed agreement will include these components:

- MACCC would be awarded the contract from the city.
- CMAP will provide membership for MHAT members at discounted rate that is the same given to Gilroy residents. The charge for classes would be same for Morgan Hill residents as it is for residents in the CMAP service area (a \$10 discount for each class). MHAT will provide the same discounted rate for CMAP members as it does for Morgan Hill residents.
- MACCC will continue to operate its television studio in Morgan Hill.
- CMAP will continue to encourage collaborating regionally on an informal, non contractual basis.
- CMAP will have free use of the MHAT studio to teach advanced classes at MHAT not currently taught at the studio center. Total class time will be up to four hours per month. The revenue generated from these classes will go to CMAP directly. CMAP will pay for instructor's time. CMAP will promote the classes.
- CMAP will continue to pursue contracts in Morgan Hill to provide services to non-profit organizations, businesses and schools. CMAP will encourage its members residing in Morgan Hill to use MHAT's resources to create content to be broadcast on both CMAP and MHAT stations.
- CMAP will consider hiring MHAT producers as contractors for video productions shot in the South Valley region.
- CMAP will promote this partnership between the two organizations to encourage members to provide community media services and local video content in Morgan Hill.
- CMAP and MHAT will write and distribute a joint press release to announce their commitment to the partnership to the communities.

The MACCC board recommends that the Sobrato Arts Foundation for Education (SAFE) would best benefit Morgan Hill by concentrating on enhancing Morgan Hill's educational channel. MACCC offers SAFE access to MACCC's educational program library.

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